



Council Communication

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: DENISE MERDON, RECREATION SUPERVISOR (480) 503-6240

THROUGH: SCOTT ANDERSON, RECREATION MANAGER (480) 503-6231 AND
MELANIE DYKSTRA, INTERIM PARKS AND RECREATION
DIRECTOR (480) 503-6280

MEETING DATE: AUGUST 1, 2013

SUBJECT: A MOTION TO APPROVE A RESOLUTION OF THE
COMMON COUNCIL OF THE TOWN OF GILBERT,
ARIZONA, ESTABLISHING SPECIAL EVENT AND
BLOCK PARTY PERMIT FEES AND TERMS;
PROVIDING FOR REPEAL OF CONFLICTING
RESOLUTIONS AND PROVIDING FOR SEVERABILITY.

STRATEGIC INITIATIVE: Community Livability

Special Events offer residents an opportunity for leisure, social or cultural experience outside the normal range of activities and beyond everyday experiences. In addition to these opportunities, Special Events also offer a source of Economic Development for the Town, attracting tourism to Gilbert and its featured event venues.

LEGAL REVIEW

☒ Complete

☐ N/A

FINANCIAL REVIEW

☒ Complete

☐ N/A

RECOMMENDED MOTION

**TO APPROVE A RESOLUTION OF THE COMMON COUNCIL OF THE TOWN
OF GILBERT, ARIZONA, ESTABLISHING SPECIAL EVENT AND BLOCK
PARTY PERMIT FEES AND TERMS; PROVIDING FOR REPEAL OF
CONFLICTING RESOLUTIONS AND PROVIDING FOR SEVERABILITY.**

BACKGROUND/DISCUSSION

Approximately one year ago the Parks and Recreation department was asked to streamline the special event approval process and look into how the process can be equal and fair for all groups and organizations in regards to payment of site and services performed by Gilbert.

Based on current special event fees in place, and approximately 35 different special events taking place this year on Town of Gilbert property, staff is proposing the following changes:

Staff recommends that a maximum limit be set for permit fees that are charged for multiple day special events. Staff recommends that limit be set to \$300. Currently the fee is \$100 per day with no maximum limit. The permit fee charged covers the administrative costs incurred during the multiple department approval process. Multiple day special events typically meet with the departments 2-3 times prior to the event, and staff feels that even if an event is 5 days long, the promoter would still only need to meet with the departments 2-3 times.

Staff recommends the consolidation of the current two categories (Commercial and Non-Commercial) to one category for Special Event Site Reservation Fee. This recommendation is a result of finding the cost to maintain the special event sites used to host a special event is the same cost whether a Commercial promoter or a Non-Commercial promoter uses the site.

Staff recommends adding a Special Event Site Reservation fee for the Rittenhouse Basin, the Chandler Heights Basin, the Riparian Preserve, and the downtown Park and Ride as these sites have either been requested to be used for a special event and/or have the capability of being an event site option.

Staff recommends that the Special Event fee schedule being proposed reflects the adjustments needed as a result of the Class and Compensation study in relation to the direct costs charged to Special Event promoters using Town of Gilbert staff and services.

Staff recommends the reduction of the Transient Merchant Business license, lowering the annual fee from \$200 to \$55. Currently staff is unaware of any businesses coming into Gilbert who pay the annual fee of \$200, and feels this is a result of the fee not being very attractive to those merchants. There is a current option for a transient vendor who comes to Gilbert to pay \$15 per day fee. By having the annual option of paying \$55 this will reduce staff time to process daily permits, and allow vendors to participate in multiple special events at a reasonable fee.

The Parks, Recreation and Library Services Advisory board have reviewed and approved the recommendation. Input was also gathered from event promoters that had previously held events in Gilbert.

The Resolution was reviewed for form by Attorney Susan Goodwin.

FINANCIAL IMPACT

The financial impact in relation to the approval of the attached fee schedule is the following:

Permit Fee-anticipate a \$200 increase to revenue, as the town currently only has one event that is held on multiple days.

Event Site Reservation Fee- No financial impact is expected, with the consolidation to one fee category. The financial impact with the additional event sites of added to the fee schedule could be

approximately \$2100 of additional revenue per year. This is based on an anticipated 2 reservations at each site.

Fees related to Staff Services- No negative financial impact to the General Fund. Special Event promoters cover all direct cost related to use of town staff and services.

Business License Fee- An increase of revenue may result from the reduction of the annual transient business license fee from \$200 to \$55 by attracting more transient merchants.

Although some fee categories resulted in a slight increase, with the consolidation of rates and other decreases, rates may not change overall for the majority of event promoters based on the specifics of their event.

The financial impact was reviewed by Laura Lorenzen, Budget/Financial Plan Analyst.

STAFF RECOMMENDATION

Staff recommends the approval of the attached fee Special Event and Block Party schedule.

Respectfully submitted,



Denise Merdon
Recreation Supervisor

Attachments and Enclosures:
Special Event Fee Resolution
Exhibit A- Fee schedule
Exhibit B- Site Maps

RESOLUTION NO. _____

A RESOLUTION OF THE COMMON COUNCIL OF THE TOWN OF GILBERT, ARIZONA, ESTABLISHING SPECIAL EVENT PERMIT FEES AND TERMS; PROVIDING FOR REPEAL OF CONFLICTING RESOLUTIONS. AND PROVIDING FOR SEVERABILITY

WHEREAS, THE Town Council is authorized to establish special event permit, reservation fees and terms for services provided by the Town;

WHEREAS, the Town's Parks and Recreation Department can monitor, schedule and coordinate the public use of the Town's Special Event sites, and;

WHEREAS, pursuant to Section 15-2 of the Code of the Town of Gilbert, the Parks and Recreation Department is authorized to issue reservation permits, set fees and to promulgate rules for the regulation of exclusive use of the Town's Parks or Special Event sites, and;

WHEREAS, the proposed Town Special Event permit, reservation fees and terms have been reviewed and approved by the Gilbert Parks, Recreation and Library Services Advisory Board;

BE IT FURTHER RESOLVED, that the special event permit fee set forth in *Resolution 3086*, and all resolutions or parts of *resolutions* in conflict with the provisions of this *resolution* are hereby repealed.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the Town of Gilbert, Arizona:

SECTION I: Special Event Fee Schedule - *see "EXHIBIT A"*
Special Event Site Maps- *see "EXHIBIT B"*

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the Town of Gilbert, Arizona:

Resolution No. _____
Page ____ of ____

PASSED AND ADOPTED BY THE COMMON COUNCIL OF THE TOWN OF
GILBERT, ARIZONA THIS _____ DAY OF _____, 20__.

John W. Lewis, Mayor

ATTEST:

Catherine A. Templeton, Town Clerk

APPROVED AS TO FORM:

Curtis, Goodwin, Sullivan, Udall & Schwab, PLC
Town Attorneys
By: Susan D. Goodwin

I hereby certify the above foregoing Resolution No. _____ was duly passed by the Council of the
Town of Gilbert, Arizona, at a regular meeting held on _____, 20__, and that quorum
was present thereat and that the vote thereon was _____ ayes and _____ nays and _____ abstentions.
_____ Council members were absent or excused.

Catherine Templeton, Town Clerk, CMC
Town of Gilbert

The following exhibits are attached hereto and incorporated herein:

- A. Special Event Fee Schedule
- B. Special Event Site Maps (4)



Exhibit A

Special Event and Block Party Fees

Application Fees (refundable only if event is not approved)

Special Event Application Fee	\$50 per event
Block Party Application Fee	\$25 per block party (<i>this is the only required fee for block parties</i>)

Permit Fees and Deposit (Deposits are refundable after event date and may be used to pay any extra cost or damages incurred during the event)

Special Event Permit Fee	\$100 per day (maximum \$300 for multiple day special events)
Special Event-Deposit	\$500- events with up to 500 people \$1000-events 1000+ people

Town of Gilbert Special Event Site Reservation Fees

(Half day rates are available for events up to 6 hours)

	Proposed	Current Non-Commercial/ Commercial
Freestone Park-1045 E. Juniper Avenue		
Event Site A (up to 3000)	\$350 per day	\$300/\$375 per day
Event Site A and B (up to 5000)	\$650 per day	\$600/\$750 per day
Event Site A, B and C (7000+)	\$850 per day	\$800/\$1000 per day
Freestone Park Skate Park	\$300 per day	\$250/\$325 per day
Gilbert Municipal Center-50 E. Civic Center Drive		
Event Site A (5000+)	\$450 per day	\$400/\$500 per day
Event Site A and B (10000+)	\$750 per day	\$700/\$750 per day
Crossroads Park-2155 E. Knox Road		
Event Site A (up to 1500 people)	\$350 per day	\$300/\$375 per day
Event Site A and B (up to 3000 people)	\$650 per day	\$600/\$750 per day
Water Tower Plaza (6 hours per day max)	\$12 per hour	\$10/\$15 per hour
Open Lot Fees-approved sites only	\$25 per day	\$ 25 per day
Park and Ride (6 hours per day max)	\$50 per day	New Fee/Site
Riparian Preserve Event Site	\$350 per day	New Fee/Site
Rittenhouse Basin	\$300 per day	New Fee/Site
Chandler Heights Basin	\$300 per day	New Fee/Site

Other Required Licenses and Permits

Business License <i>(Gilbert Based Businesses)</i>	Proposed (No Changes)	Current \$35 1 st Time/\$15 Renewal each year
Transient Business License <i>(Non-Gilbert Based Businesses)</i>	\$15 per event \$55 Annual	\$15 per event \$200
Safety Inspection <i>(Food Inspection, generators, tents, stages)</i>	\$60 per hour (3 hr min)	\$81 per hour (2 hr min)
Firework Permit	\$416 per location	\$462
Traffic/Road Closure Plan Review	\$150	\$150

Miscellaneous Fees (As required by the Special Event Permit)

	Proposed	Current
Off Duty Police Officer (3 hour minimum)	\$61 per hour	\$58 per hour
Fire/EMS Staff (3 hour minimum)	\$64 per hour	\$58 per hour
Traffic Operation Staff (3 hour minimum)	\$40 per hour	N/A
Event Staff Supervisor (Town Property Rental Only)	\$25/per hour	\$25/per hour
Freestone and Crossroads Park Overflow Dust Control	\$75 per hour	\$75 per hour
Site Rental Set-up/Take-down of Equipment	25% of Site Rental Fee	25% of Site Rental Fee
Park/Trail Event Run/Walk Fee	\$150 per walk/run	\$150 per walk/run
Freestone Park Road Closure Fee	\$300 per event	\$300 per event
Refuse Container	\$15 per can	\$15 per can
Refuse Roll off Rental	\$158 per rental, plus \$29 per ton land fill fee	
Town of Gilbert Field Light Fees	\$15 per hour/per field	\$15 per hour/per field
Event Banner Permit	Parks \$25 per park/week Gilbert Road \$200-2weeks	\$25 per park/week \$200-2 weeks
Restroom Cleaning- per park	\$25 per park/week	\$25 per park/week

Additional Fees may be applied to the event producer to recover unexpected out of pocket fees incurred by the Town of Gilbert that may not be listed above.

All reservation, licensing, permit, deposit and miscellaneous fees are due 14 Business days prior to the event date and are non-refundable (unused services due to event cancellation will be refunded). All additional charges incurred during the event will be deducted from the deposit and/or billed within 5 days of the event completion and any remaining portion of the deposit balance will be refunded.

Exhibit B



